

**ASSEMBLY BILL**

**No. 1778**

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**Introduced by Assembly Member Lieu**

February 9, 2010

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An act to add Chapter 1.7 (commencing with Section 6096) to Division 7 of the Government Code, relating to state promotions.

LEGISLATIVE COUNSEL'S DIGEST

AB 1778, as introduced, Lieu. State agency promotions: commercials.

Existing law establishes the California Tourism Marketing Act as a means of funding generic promotion of this state as a tourism destination.

This bill would require any department, commission, office, agency, or other administrative entity of the state that produces, or contracts for the production of, a promotional commercial for the state or a product of the state, and finances that commercial in whole or in part with public funds, to film that commercial in this state.

Vote: majority. Appropriation: no. Fiscal committee: yes.  
State-mandated local program: no.

*The people of the State of California do enact as follows:*

1     SECTION 1. Chapter 1.7 (commencing with Section 6096) is  
2     added to Division 7 of the Government Code, to read:

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4             CHAPTER 1.7. OFFICIAL PROMOTIONAL COMMERCIALS

5

6     6096. Any department, commission, office, agency, or other  
7     administrative entity of the state that produces, or contracts for the

- 1 production of, a promotional commercial for the state or a product
- 2 of the state, and finances that commercial in whole or in part with
- 3 public funds, shall require that commercial to be filmed in this
- 4 state.